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BRENTFORD COMMUNITY STADIUM

Framework Travel Plan (Match Day) Uses

24/05/2013

Quality Management

Issue/revision	Issue 1	Revision 1	Revision 2	Revision 3
Remarks	Issue 1	Issue 2		
Date	17 May 2013	24 May 2013		
Prepared by	Tim Colles	Tim Colles		
Signature				
Checked by	David Ellis	David Ellis		
Signature				
Authorised by	Joe Ellis	Joe Ellis		
Signature				
Project number	50400544	50400544		
Report number				
File reference				

Brentford Community Stadium

Framework Travel Plan (Match Day) Uses

24/05/2013

Client

Lionel Road Developments Ltd

Consultant

WSP UK Limited
WSP House
70 Chancery Lane
London
WC2A 1AF

www.wspgroup.co.uk

Registered Address

WSP UK Limited
01383511
WSP House, 70 Chancery Lane, London, WC2A 1AF

WSP Contacts

Tim Colles
David Ellis
Joe Ellis

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1 Introduction

1.1 Appointment

- 1.1.1 WSP has been appointed by Lionel Road Developments Ltd to provide transport consultancy services in relation to development proposals at Lionel Road South, Brentford.
- 1.1.2 Brentford Football Club (BFC) is currently based at Griffin Park which is located around 1km west of the proposed development site. The current Stadium has a capacity of circa 12,300 including a standing section. Griffin Park has been the home of BFC for over 100 years. The reasons why the Club needs to relocate to a new Stadium are set out in the Business Case that is submitted with the planning application. The overriding objective is to achieve a sustainable operating plan for the Club, thereby securing its long-term future.
- 1.1.3 Full planning permission is sought for a new Community Stadium and associated infrastructure for BFC and outline planning permission is sought for enabling residential, leisure and retail uses.
- 1.1.4 This Framework Travel Plan encompasses the match-day scenario for the development. This document has been prepared in accordance with the process outlined within TfL's 'Travel Planning for new development in London incorporating deliveries and servicing' guidance document published in February 2011.
- 1.1.5 The application is also accompanied by a Transport Assessment, Non Match-Day Travel Plan and an outline Stadium Management Plan.

1.2 Development Site

- 1.2.1 The existing Site is mostly enclosed within rail lines: the Hounslow-Waterloo mainline to the south; and freight lines that connect to the West London Overground Line. Lionel Road South provides vehicle access to the site between Chiswick High Road and the Great West Road. The site location is shown in **Figure 1.1**.
- 1.2.2 The site can be broadly divided into three parts:
 - Brentford Triangle OR Central Site

A 3.75 hectare triangle of land bounded (and including) to the south/south west by Lionel Road South and to the north west and east by railway lines.

The principal tenant is Quattro (UK) Limited who use the majority of the site for construction waste storage, transfer and recycling, supported by ancillary accommodation.
 - Capital Court

A site extending approximately 0.51 hectares comprising the curtilage of Capital Court (office building) lying across the railway line to the east of the Brentford Triangle and accessed off Capital Interchange Way.

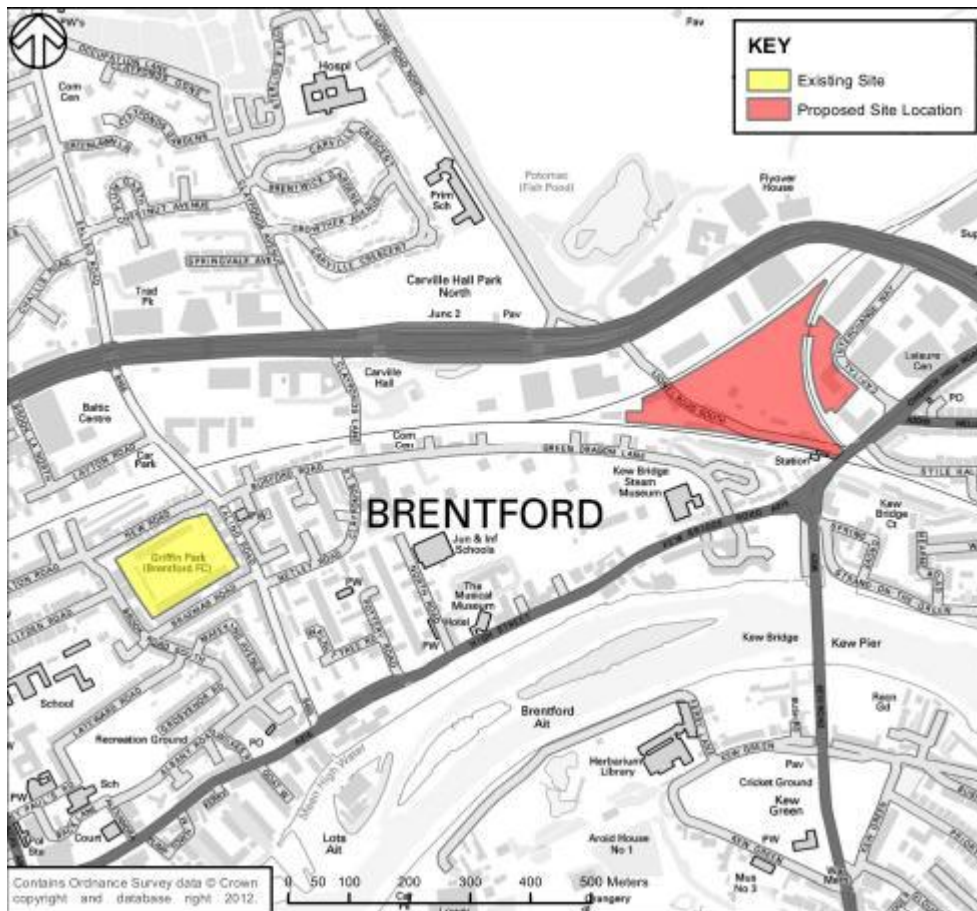
Capital Court is a four-storey 1980s office building. The ground floor is occupied but the upper floors are now vacant.

- Duffy Site

A triangular site of some 0.47 hectares immediately to the south west of Lionel Road South bounded on its north and south sides by railway lines and currently occupied by Duffy Group Limited.

The Duffy site is used as builders' and plant hire yard, supported by administrative accommodation.

Figure 1.1: Site Location Plan



1.3 Development Proposals

1.3.1 Full planning permission is sought for a new Community Stadium and associated infrastructure for Brentford Football Club and outline planning permission is sought for enabling residential, leisure and retail uses. The hybrid planning application seeks full permission for the 20,000 capacity Stadium and its immediate environs. This includes:

- the external concourse to the Stadium;
- improvements to Lionel Road South;
- the reopening of an existing pedestrian underpass beneath Lionel Road South and the construction of a new link from that underpass to the Stadium external concourse;
- the construction of a new pedestrian and vehicular bridge over the railway line and part of the Capital Court site to the east linking the Stadium to Capital Interchange Way; and

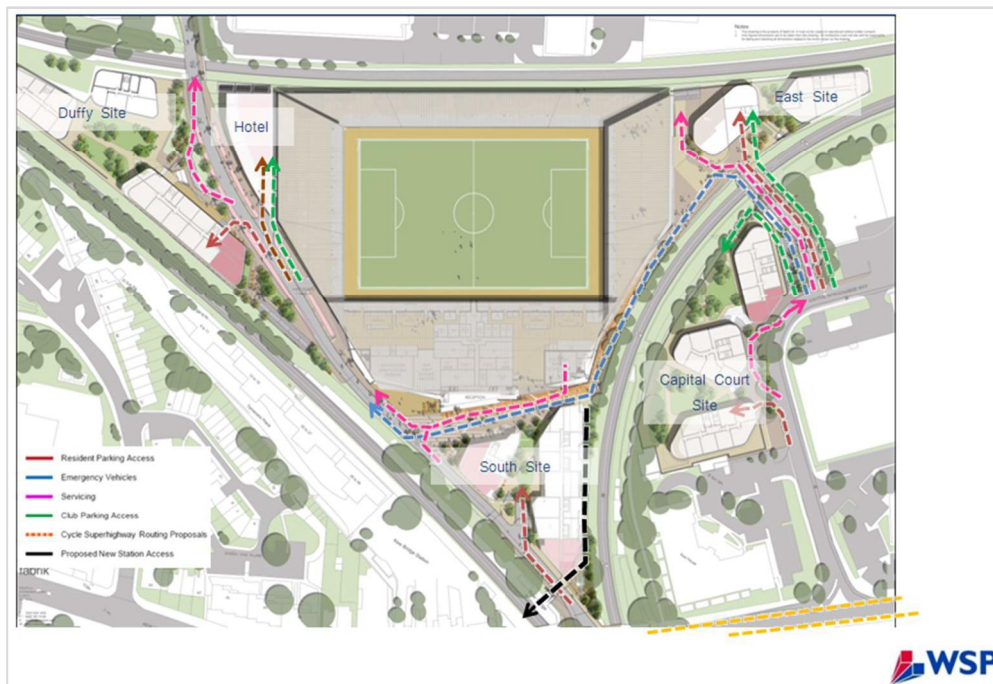
- vehicular and pedestrian circulation area, public realm improvements, 60 club parking spaces, cycle parking and landscaping.

1.3.2 The south stand of the Stadium would include a Club shop, Brentford FC Community Sports Trust charity, corporate entertainment facilities, Club offices and player facilities.

1.4 Layout and Access

1.4.1 **Figure 1.2** provides in diagrammatic form a summary of the access strategy for the site.

Figure 1.2: Site Access Strategy



1.4.2 Pedestrian, cycle and vehicle access to the Stadium is proposed from Lionel Road South and Capital Interchange Way. Step free pedestrian access is provided to the site from the surrounding public highway providing inclusive access, including via a new pedestrian/vehicle bridge over the railway lines onto Capitol Interchange Way (1:23 maximum gradient). The provision of high quality pedestrian routes through the site will provide step free linkages around the Stadium.

1.4.3 Vehicular access to the proposed development is proposed via several locations:

- Community Stadium – Access to the Stadium parking is via Capitol Interchange Way and the proposed bridge connection. 150 spaces are provided in a first floor deck car park, situated above the Capitol Court residential car park, accessed from the raised section of the bridge link, just prior to the railway lines. A further 51 spaces and nine disabled use spaces are located within a basement car park accessed via a ramp within the East site and located immediately adjacent to the East site residential car park.
- Servicing for the Community Stadium and associated facilities is from a dedicated service yard located within the southern stand, east of the main entrance. Access for service vehicles is to and from Lionel Road South.

- An emergency vehicle connection route is provided between Lionel Road South and Capitol Interchange Way via the Stadium concourse and the new bridge connection.
- Taxi's - A taxi drop-off and pick-up position is provided on Lionel Road south. It is intended that this would be available to both private hire and hackney carriages to enable convenient access to and from the Stadium and residential properties without restriction on taxi availability.

1.5 Parking Provision

General Car Parking

- 1.5.1 It is proposed to provide a total of 150 spaces in a first floor deck car park, situated above the Capitol Court residential car park, accessed from the raised section of the bridge link, just prior to the railway lines. A further 51 spaces and nine for disabled use are located within a basement car park accessed via a ramp within the East site and located immediately adjacent to the East site residential car park.

Off-Site Car Parking

- 1.5.2 A further 1,000 parking spaces are proposed in car parks that are controlled by the Club (proposed to be local employer sites that are empty on weekends). The intention being that these car parks would be BFC branded facilities with enhance facilities such as toilets and good security, ideal for corporate guests and families, rather than them being operated independently without permission or controls. The availability of parking spaces close to the proposed stadium have been assessed within the Transport Assessment and it is believed that the level of car parking is realistic.
- 1.5.3 The club has employed a property agent who has already identified potential suitable sites given the anticipated directional distribution, 750 spaces are being sought along the A4 / M4 to the west of the site, such that this traffic would not impact upon the local road network in the immediate vicinity of the Stadium. The remaining off-street spaces are to be sought immediately to the east of the site on the Great West Road and to the east of Chiswick Roundabout.
- 1.5.4 The future parking provision that is under the control of the Club would be managed to ensure that each car includes two passengers.
- 1.5.5 The Club is committed to monitoring the level of car use to promote sustainability and also to reduce any detrimental effects on local residents and businesses. Car Parking, both on and off street is an integral part of the Stadium Transport Strategy and is explored in detail within the TA and TP.

Electric Vehicle Charging

- 1.5.6 Electric charging spaces will be provided in accordance with London Plan standards; 20% of spaces within the stadium car parking will provide access to charging facilities.

Cycle Parking

- 1.5.7 For the Stadium, cycle parking will be provided in dedicated and secure cycle stands located around the site. A total of 400 cycle spaces will be provided and their use monitored by the Travel Plan. A large cycle stand is proposed on land adjacent to Kew Bridge Station which would be used by supporters on match days and could be made available for commuters and station users at other times. A cycle helmet store will be provided within the Stadium, which will be operated similar to that of a cloakroom.

1.6 Travel Plan Overview

- 1.6.1 TfL, in their latest guidance *Travel Planning for New Development in London* (February 2011), define Travel Plans as ‘a long-term management strategy for an occupier or Site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed’. A Travel Plan involves ‘identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on ‘encouraging more sustainable travel for both *people and goods*.’
- 1.6.2 A Travel Plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design and proximity to facilities and services create the conditions to make sustainable travel choices a natural option; communicating these opportunities to occupiers is also critical to the success of the Travel Plan.
- 1.6.3 The Travel Plan should demonstrate a holistic approach by incorporating both ‘hard’ engineering measures and ‘soft’ marketing and management measures necessary to address the transport impacts arising from development. It is essentially a ‘living document’ requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the Site and provides continuous improvements for its duration.
- 1.6.4 The Applicant is fully supportive of the Travel Plan and appreciates the benefit of using and encouraging greater use of sustainable transport for both people and goods.

1.7 Report Purpose

- 1.7.1 This Travel Plan has been prepared in accordance with TfL’s new ‘Travel Planning for new development in London Incorporating deliveries and servicing’ guidance published on 22nd February 2011. This new guidance marks a move towards integrating deliveries and servicing into the Travel Planning process together with a requirement to identify funding and budgets for each element of the plan including marketing and measures.
- 1.7.2 This document will be then reviewed by LB Hounslow to agree appropriate measures, targets and monitoring requirements prior to implementation. The Travel Plan will therefore be a live document.

1.8 Travel Plan structure

- 1.8.1 The structure of the Framework Travel Plan has been prepared to reflect the structure advised within TfL’s *Travel Planning for New Development in London*, as follows:
- Section 2: Policy and Best Practice
 - Section 3: Site Assessment
 - Section 4: Travel Demand
 - Section 5: Objectives and Targets
 - Section 6: Travel Plan Management
 - Section 7: Measures
 - Section 8: Monitoring, Review and Remedial Measures
 - Section 9: Action Plan

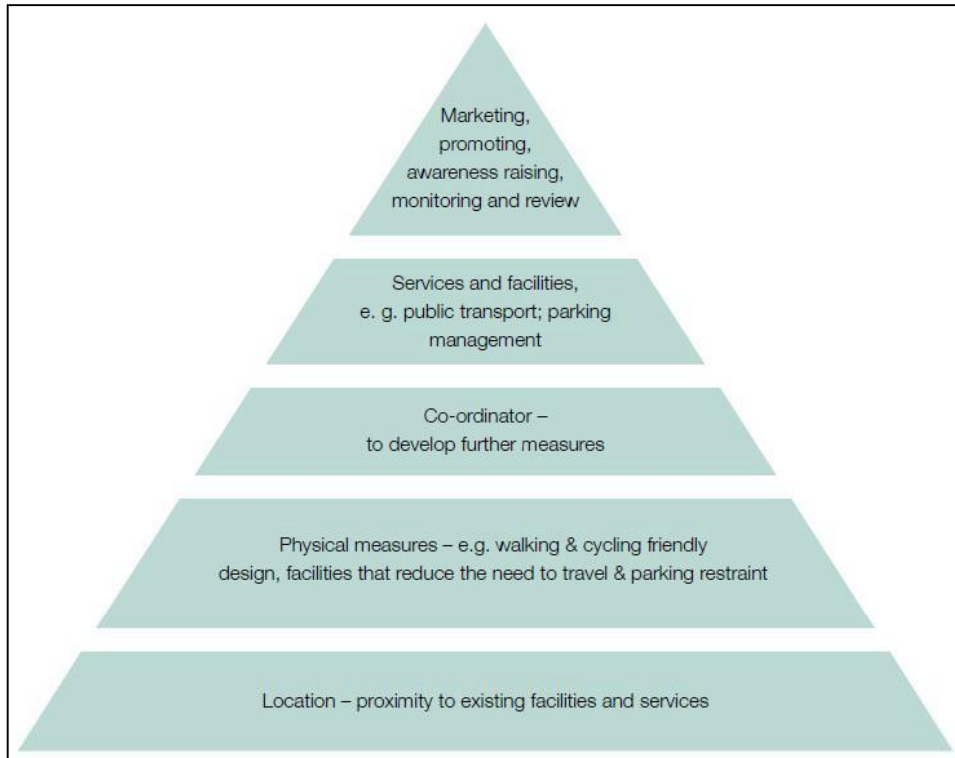
2 Policy and Best Practice

2.1 National Policy and Guidance

Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT, 2009)

- 2.1.1 The DfT guidelines are intended to assist all stakeholders, in both the public and private sectors, to secure an effective policy framework, determine when a Travel Plan is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process.
- 2.1.2 The document comprises technical guidelines and does not set out any new policy or legal requirements.
- 2.1.3 It recognises that *‘the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the impact of developments on the transport infrastructure and help to reduce CO₂’*.
- 2.1.4 Travel Plans are important for major new developments in order to:
- *“support increased choice of travel modes;*
 - *promote and achieve access by sustainable modes;*
 - *respond to the growing concern about the environment, congestion, pollution and poverty of access;*
 - *promote a partnership between the authority and the developer in creating and shaping ‘place’.*”
- 2.1.5 The document also recognises “that it can be helpful to view a Travel Plan for a new development as a pyramid of measures and actions, which is constructed from the ground up, with each new layer building on the last set within the context of the outcomes sought”, as detailed in **Figure 2.1**.

Figure 2.1: DfT Travel Plan Pyramid



- 2.1.6 The DfT's Travel Plan Pyramid helps demonstrate how successful plans are built on the firm foundations of a good location and site design. Additional hard and soft measures should be integrated into the design, marketing and occupation of the site. In addition, parking restraint is often crucial to the success of a Travel Plan in reducing car use.

2.2 Regional Policy and Guidance

The London Plan 2011

- 2.2.1 The replacement London Plan was adopted in July 2011 and replaces the former London Plan originally adopted in 2004. The plan identifies Travel Plans as an implementation tool that can be used to deliver the plan. Travel Plans for major developments should give details of proposed measures to improve non-car based access, reduce parking and mitigate adverse transport impacts in terms of reducing emissions by promoting alternatives to the car.

Travel Planning for New Development in London; incorporating deliveries and servicing (February 2011)

- 2.2.2 In February 2011 TfL published a new guidance document to combine and simplify the previous Travel Plan guidance.
- 2.2.3 One of the purposes of the guidance is to ensure that deliveries and servicing are taken into account from the earliest stage in the planning process. However, the document recognises that the level of detail provided in a Travel Plan about goods/servicing aspects will depend on the nature and scale of the development.

2.2.4 The guidance document sets out the core elements of a Travel Plan that are deemed essential. The essential elements are as follows: Objectives, Targets, Measures, Management, Action Plan, Securing, and Monitoring and Review.

London Freight Plan

2.2.5 The London Freight Plan was published by TfL in November 2007. It sets out steps to deliver freight sustainably in London over the next ten years. The Plan has no statutory force, but has been developed to implement the Mayor's Transport Strategy, and is a material consideration for planning.

2.2.6 The specific policy aims are to:

- Ensure that London's transport networks allow for the efficient and reliable handling and distribution of freight and the provision of servicing in order to support London's economy
- Minimise the adverse environmental impact of freight transport and servicing in London
- Minimise the impact of congestion on the carriage of goods and provision of servicing
- Foster a progressive shift of freight from road to more sustainable modes such as rail and water, where this is economical and practicable.

-
- 2.2.7 Four main projects have been identified to achieve the above objectives, these are 1) Freight Operator Recognition Scheme; 2) Delivery and Servicing Plans; 3) Construction Logistics Plan; and 4) Freight Information Portal.

2.3 Local Policy and Guidance

Development Plan

- 2.3.1 The Adopted Development Plan provides a strategy for future development in the Borough. This is currently formed by the Brentford Area Action Plan, the Employment Development Plan Document, and the saved policies from the Unitary Development Plan.
- 2.3.2 The policies in each of these documents will soon be replaced by a new revised Local Plan which is currently being prepared and will be published for consultation in June 2013.
- 2.3.3 The Adopted Development Plan (including the London Plan) will form the basis for decisions on new planning applications within the Borough.
- 2.3.4 A brief summary of the relevant transport related policy context from the Brentford Area Action Plan is set out in the proceeding sections.

Brentford Area Action Plan (Adopted 27 January 2009)

- 2.3.5 It is intended that the Brentford Area Action Plan (BAAP) guide development to 2018. The plan addresses the key issues facing the Brentford area through the delivery of sustainable new development on brownfield sites.
- 2.3.6 A transport study has been undertaken within the area which takes account of all anticipated developments in the area and makes recommendations with regards to managing traffic and promoting sustainable movement. It will also be used to shape the scale of development within the area.
- 2.3.7 This will be ensured by the improvement of public transport availability and connections as well as provision of improved pedestrian and cyclist facilities wherever possible.
- 2.3.8 Through planning obligations, contributions should be made towards recommendations in the BAAP Transport Study including, amongst others:
- Further increases to the capacity of the H91 bus service (A4 corridor);
 - Increase the frequency of the E8 bus service;
 - Improved pedestrian access around waterside areas, including links to the Thames Path to develop strong links to Brentford town centre; and
 - Improvements to the cycle network (coverage and safety).

2.4 Policy Summary

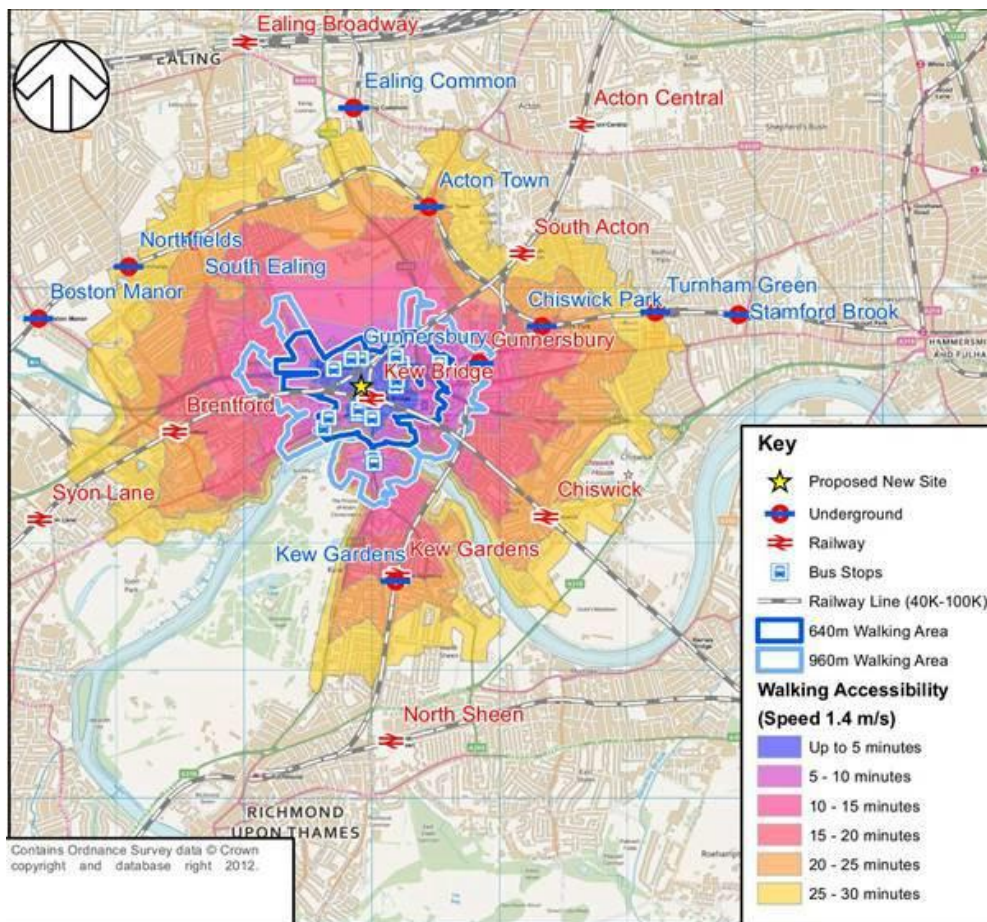
- 2.4.1 The Proposed Development quantum exceeds the threshold set in the TfL 'Travel Planning for new development in London incorporating deliveries and servicing' and therefore requires a Travel Plan.
- 2.4.2 This Travel Plan has been developed with national, regional and local policy and guidance in mind and particularly in accordance with the recently published TfL guidance.

3 Site Assessment

3.1 Pedestrian Network

3.1.1 Current planning policy guidance highlights the objective for walking to replace car trips for journeys under 2km. The pedestrian isochrones map shown on **Figure 3.1** illustrates the 30 minute catchment from the site divided into five minute intervals, assuming a walk speed of 4.8km/hr. This represents the area around the site in which walking should be encouraged for all trip purposes.

Figure 3.1: Walk Isochrones

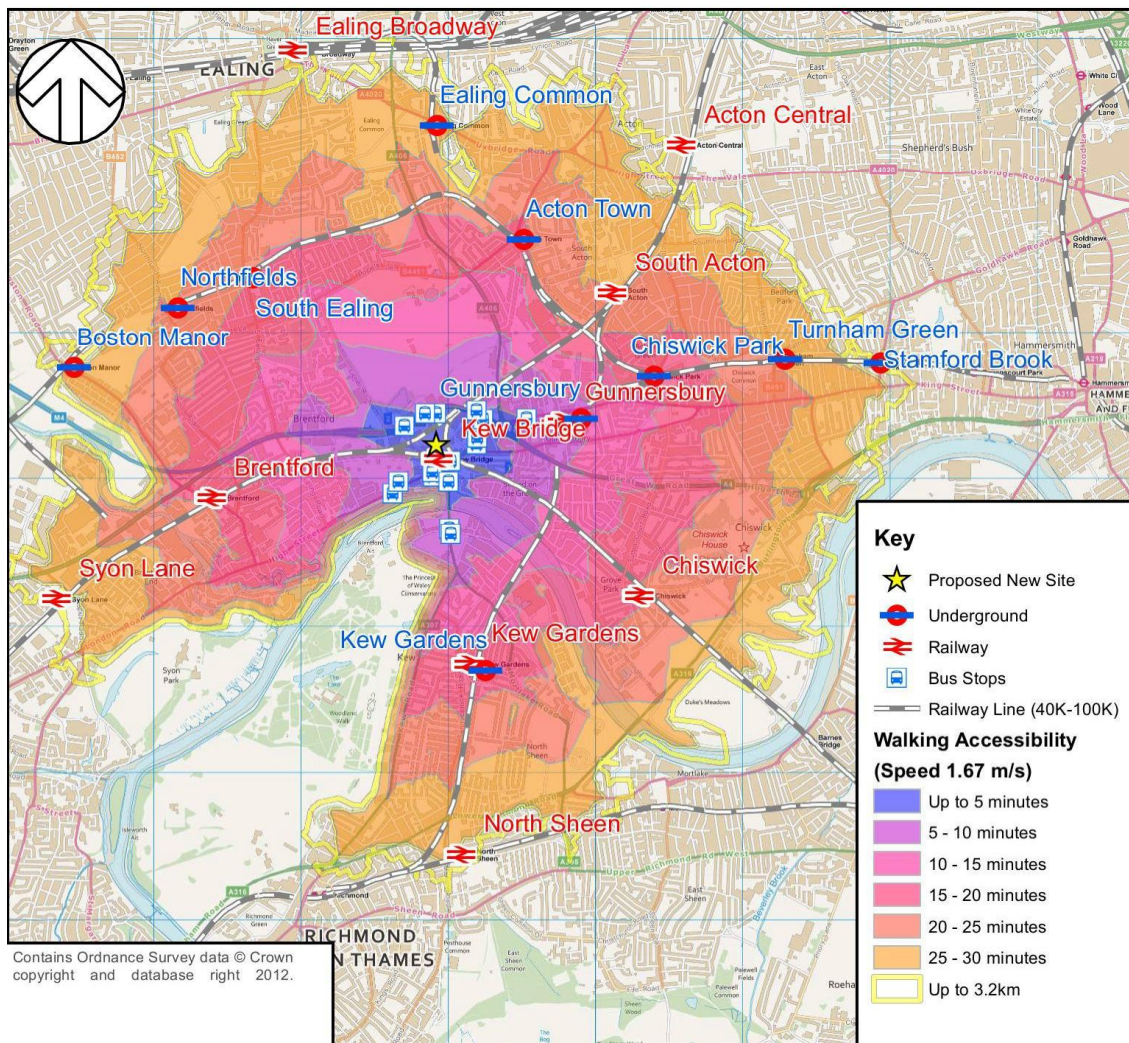


- 3.1.2 **Figure 3.1** demonstrates that the site has excellent access to a wide range of public transport facilities. It is recognised that the most important pedestrian desire lines from the proposed development are those which provide connections to public transport services and interchanges, and to facilities within the surrounding area.
- 3.1.3 The site benefits from good pedestrian accessibility from the surrounding area with the main walking routes from the site being along the A205 Chiswick High Road, A315 Kew Bridge Road, A315 Chiswick High Road and A4 Great West Road which link to Gunnersbury and Kew Bridge Stations and a number of bus stops servicing local bus services.
- 3.1.4 There are pedestrian crossings provided at key points on the highway network and include signal controlled facilities at the A315 Kew Bridge Road/A205 Chiswick High Road/A205 Kew Road signal

controlled junction and the A205 Chiswick High Road/A3000 Wellesley Road signal controlled junction.

- 3.1.5 Typically, football fans will walk further distances from their home or a transport hub to a football match, with journeys of 3.2 kilometres (approximately 2 miles) not being unusual. It is also acknowledged that football fans are likely to adopt a faster walk speed at approximately 6km/hour, making additional services and facilities available within this wider catchment. Accordingly, isochrones have also been prepared for this higher walking speed and presented at **Figure 3.2**.
- 3.1.6 It can be seen that additional stations are located within the 30 minute walking isochrones of **Figure 3.2** including, Boston Manor, Ealing Common, Turnham Green and Northfields Underground Stations and North Sheen Railway Station.

Figure 3.2: Walk Isochrones (Match Day Walking Speed: 1.67m/s)

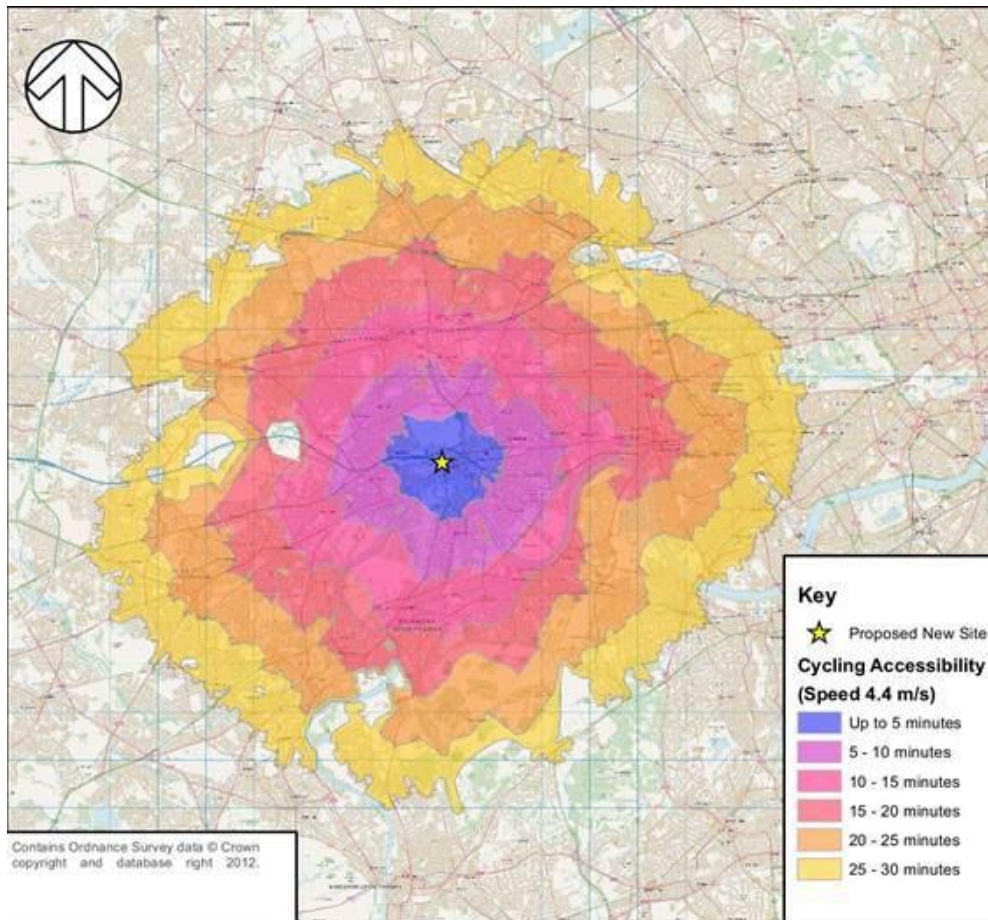


3.2 Cycle Network

- 3.2.1 Cycling is growing in popularity in London and has the potential to substitute for short car trips, particularly those under 5 km, and to form part of a longer journey by public transport. At an average speed of 17 km/h, this relates to a journey time of approximately 20 minutes. **Figure 3.3** illustrates

the areas accessible within a 30 minute cycle from the Site and demonstrates that it is possible to cycle to a wide geographic area from the proposed development site.

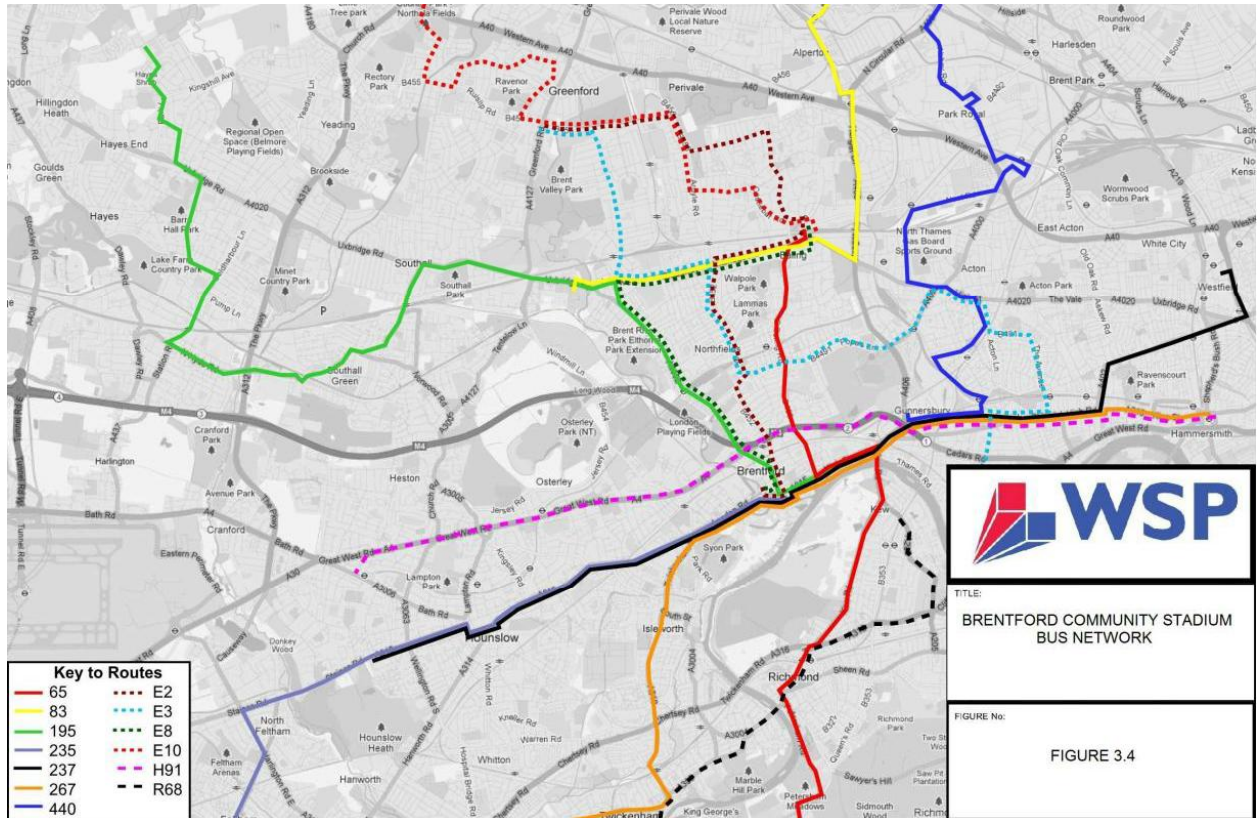
Figure 3.3: Cycle Isochrones



3.3 Bus Network

- 3.3.1 The nearest bus stops are conveniently located on Chiswick High Road and High Street within 5 minutes' walk of the site. The bus services are shown within **Figure 3.4**.

Figure 3.4: Bus Network



3.3.2 There are 17 bus stops located within 640 metres walking distance from the site. These are served by routes H91, 65, 237, 267 and 440. Additionally, there are a further 8 services operating within 2 km of the site, including routes 195, 235, 83, E2, E3, E8, E10 and R68.

3.4 Underground Network

3.4.1 Gunnersbury Station is located approximately 1km from a proposed main entry point to the development site and provides access to the London Underground District Line service as well as London Overground Trains which serve the North London Line. The station is on the Richmond branch of the District Line, between Kew Gardens and Turnham Green stations and is in Zone 3.

3.4.2 The peak hour frequencies by line and direction are summarised in **Table 3.1**.

Table 3.1: Gunnersbury Station Peak Hour Frequencies

LUL Destination	Average Frequency (trains / hour)			
	Weekday AM	Weeknight PM	Saturday	Sunday
District Line EB – Upminster	6	6	6	6
District Line WB – Richmond	6	6	6	6

Source: www.journeyplanner.tfl.gov.uk

3.5 Rail Network

- 3.5.1 Kew Bridge Station is located approximately 100m from the nearest proposed access point and forms part of the South Western Rail network
- 3.5.2 The station is accessed at present from the A205 Kew Bridge Road. The peak hour frequencies by direction are summarised in **Table 3.2**.

Table 3.2: Kew Bridge Station Average Frequencies

Direction	Average Frequency (trains / hour)		
	Weekday AM	Weeknight PM	Saturday
Towards London Waterloo	4	4	4
Towards Hounslow	4	4	4

Source: <http://www.networkrail.co.uk/asp/3828> (April 2013)

3.6 Public Transport Accessibility Level

- 3.6.1 An important aspect of reviewing transport links to the proposed development and its characteristics for modal split is to assess its accessibility to the public transport network. The Public Transport Accessibility Level (PTAL) methodology has been adopted by the GLA and TfL as a means of quantifying and comparing accessibility by public transport for a given Site.
- 3.6.2 The PTAL methodology takes into account the time taken to access the public transport network, including:
- The walk time to various public transport services;
 - The average waiting time for each service; and
 - The reliability of each service.

-
- 3.6.3 The methodology is based on a walk speed of 4.8km/h and considers Underground and rail stations within a 12 minute walk (960m) of the Site and bus stops within an 8 minute walk (640m), with the PTAL assessment being undertaken using the AM peak hour operating patterns of existing public transport services.
 - 3.6.4 The existing Public Transport Accessibility Level (PTAL) of the site has been assessed from TfL mapping, which shows that the site has a PTAL value of between 3 and 4 which corresponds to a 'moderate' level of accessibility.

3.7 Summary

- 3.7.1 The wide variety of high quality and frequent public transport services to access the Site provides a viable and often faster alternative to travel by the private car or taxi, particularly for journeys within central London.
- 3.7.2 Whilst the Site location clearly provides a positive contribution towards reducing reliance upon cars and taxis, the implementation of a Travel Plan at the Site will aim to further influence travel choices by raising awareness of sustainable modes of travel available and facilitating their use through the implementation of targeted sustainable travel initiatives and monitoring.

4 Travel Demand

4.1 Site Monitoring

- 4.1.1 While obtained for the existing stadium, given that the Proposed Development has not yet been constructed it is not possible to undertake Site monitoring to establish baseline travel characteristics at this stage. Note we have for existing stadium but that it will change for proposed.
- 4.1.2 The travel characteristics of supporters of using the Proposed Development will however be monitored on a regular basis once the development is occupied. Travel surveys will be undertaken for the Stadium in accordance with the iTRACE monitoring system that feeds into the TRAVL survey database.
- 4.1.3 This survey will accurately identify supporters to the Site currently travel and the results will be known as Year 0. The initial travel survey will be co-ordinated and publicised by the Travel Plan Co-ordinator (TPC) and aim to achieve a high questionnaire response rate (at least 20%). Further details of the survey specification and proposed monitoring process are provided within Chapter 8.

4.2 Baseline Travel Demand

- 4.2.1 In the absence of existing travel survey data at the Site modal shares have been determined from the trip generation analysis and supplementary surveys derived within the Transport Assessment.
- 4.2.2 **Table 4.1** summarises the forecast Match day mode shares.

Table 4.1: Total Match Day Resultant Mode Shares

Mode	Existing Home Supporters	New Home Supporters	Away Supporters	Total
Walk	14%	10%	0%	10%
Cycle	1%	3%	0%	2%
Car Driver	21%	11%	13%	14%
Car Passenger	25%	18%	27%	21%
Coach	0%	0%	27%	4%
Other (minibus, taxi)	5%	0%	0%	1%
Bus	14%	22%	0%	16%
Underground/Rail	20%	35%	33%	31%
Total	100%	100%	100%	100%

5 Objectives and Targets

5.1 Introduction

- 5.1.1 A set of objectives and targets have been prepared in accordance with best practice Travel Plan development. As a Travel Plan is a dynamic document and given the length of time for the development proposals to be built out, these objectives and targets will need to be reviewed and updated accordingly to reflect changing circumstances and technological advances over time.

5.2 Objectives and Principles

- 5.2.1 Travel Plans should have measurable outputs or targets against which the progress of the Plan can be monitored.
- 5.2.2 The strategy for this Travel Plan seeks to increase travel option choices for site visitors and actively promote walking, cycling and the use of public transport.
- 5.2.3 The following general objectives are therefore proposed to be the focus of this Travel Plan:
- To establish sustainable travel principles for supporter travel to the Stadium;
 - To support car free lifestyles and encourage local trips;
 - Limit impact on the highway network;
 - Improve safety and amenity;
 - Minimise vehicle emissions;
 - Provide a framework for engagement of stakeholders in the development and delivery of transport infrastructure, services, and information; and
 - To monitor travel outcomes, and encourage on-going sustainable travel patterns.

5.3 Targets

- 5.3.1 In accordance with TfL's best practice guidance all targets identified will be SMART, in that they are Specific; Measurable; Achievable; Realistic and Time-bound.
- 5.3.2 Two types of targets have been identified. 'Action' type targets are defined within TfL's guidance as 'non-quantifiable actions that need to be achieved' (e.g. appointing a Travel Plan Coordinator prior to the proposed Stadium becoming operational), whilst 'Aim' type targets are 'quantifiable and relate to the degree of modal shift the plan is seeking to achieve or to other outcomes '(e.g. the date by which car driver mode split will be achieved). The Action and Aim type targets for the site are set out below.

Action Type Targets

- 5.3.3 The following action type targets are set for the project:
- Appoint a TPC prior to the proposed Stadium becoming operational;
 - Production of Travel Leaflet promoting alternative modes of transport and the key services provided through the Travel Plan; and
 - Undertake travel surveys in years one, three and five after first occupation.

Aim Type Targets

- 5.3.4 The future travel demand related to the increase in spectator capacity has been calculated to take account of a number of factors which include car parking availability, changing arrival and departure profiles, and more general Travel Planning initiatives which the Club are committed to delivering as part of this application.
- 5.3.5 The forecast mode shares for Match days will form the 'aim' targets and will be reviewed as an on-going exercise through the monitoring surveys.

6 Travel Plan Strategy

6.1 Introduction

- 6.1.1 The Travel Plan Strategy sets out how the Plan will be implemented, marketed and monitored. This will ensure progress and success of the Travel Plan.
- 6.1.2 Baseline travel information will have to be collected through a comprehensive baseline travel survey to be undertaken three months after the first league game. The progress and future effectiveness of the Travel Plan will be measured against this information.

6.2 Management

Travel Plan Coordinator

- 6.2.1 The TPC will fulfil the following roles:
- Obtaining and maintaining commitment and support from supporters;
 - Giving advice and information on transport-related subjects to supporters;
 - Co-ordination of data collection for the Plan;

6.3 On-Going Management & Governance

- 6.3.1 Once the proposed Stadium is operational, the Travel Plan Co-ordinator will be required to manage the Travel Plan and address any issues associated with travel demand and impact.
- 6.3.2 In addition, periodically the Travel Plan Co-ordinator will be required to discuss the performance of the Travel Plan against a series of agreed targets and performance indicators. This will be used to identify where additional infrastructure or service provision can help to deliver previously agreed objectives and targets.

6.4 Marketing Strategy

- 6.4.1 It is recognised that a marketing and communication strategy is key to the success of the Travel Plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the Travel Plan and disseminate travel information and notification of facilities provided. The marketing activities to be undertaken include the following which will be reviewed as part of the review of the Travel Plan more generally:
- Details of the Travel Plan will be made available on the BFC website;
 - Through the website, provision of links to relevant journey planning information and timetable for public transport services on TfL's website will be provided within promotional material distributed to supporters in the form of a supporter travel leaflet. The marketing material will be reviewed on an annual basis with any updates required being incorporated into the travel leaflet periodically, on an annual basis.
 - Travel advice leaflets will be made available, produced and funded by BFC:
 - **Season ticket holders:** travel leaflet to be included in scheduled pre-season mailing to all season ticket holders and will include details of TfL's ticket hotline and door-to-door journey planning service;

-
- **Local residents:** travel advice leaflet to be provided to local residents close to the stadium to advise as to when fixtures are programmed and that transport networks will be busy during these periods;
 - **Other ticket buyers:** leaflet to be provided to casual ticket buyers upon purchase;
 - **Match day:** travel information to be included in match day programmes and announcements of any public transport problems and alternative routes via tannoy at half time and at the end of a game, backed up with digital information where necessary;
 - **Website:** to include public transport information (walking and cycling from LU stations) and a link to TfL's website, as well as discouragement to travel by car.
 - **Promotion of walking:** provision of local facilities map and walking isochrones.
 - **Promotion of cycle parking:** provision of cycle parking locations and cycle hire stations along with details of pricing and access.
 - **Promotion of Car Clubs and Car Sharing:** Details of car club and car sharing websites such as <http://www.carplus.org.uk> and www.liftshare.com.

6.4.2 The travel advice leaflets will also invite those persons wishing to raise specific transport-related matters to discuss them with the TPC for consideration and provides the potential to explore individualised Travel Planning based upon post code data.

6.5 Securing the Travel Plan and Funding

6.5.1 The provision of an approved Travel Plan in accordance with current TfL guidance together with the implementation of 'action' type targets will be secured through the appropriate planning mechanism.

6.5.2 In accordance with section 7 of TfL's document '*Travel Planning for new development in London*', independent formal monitoring of the development will occur in years to be agreed with TfL and will be undertaken by a TRAVL-approved Independent Fieldwork Company (IFC) using the Standard TRAVL/ iTRACE survey methodology.

6.5.3 The TPC will commission the formal monitoring surveys from a TRAVL-approved IFC directly, when the inspection is due. The IFC will then inform the borough that the survey has been commissioned. When the survey has been completed using the Standard TRAVL / iTrace survey methodology, the results will be uploaded in the agreed format to iTRACE.

6.5.4 Funding for the monitoring and management of the Travel Plan is to be secured from BFC.

7 Travel Plan Measures

7.1 Summary

- 7.1.1 This section outlines the 'hard' (infrastructure) and 'soft' (travel management) measures that will be implemented throughout the site to maximise sustainable travel behaviour and meet the objectives set out in Section 2.

7.2 'Hard' Measures - Sustainability through Design

- 7.2.1 In order to deliver sustainable travel patterns from the outset a number of design principles are proposed as part of the development and these measures are set out below:

- Provision of 400 cycle parking stands;
- Improvements to pedestrian facilities on Lionel Road South;
- The reopening of an existing pedestrian underpass beneath Lionel Road South and the construction of a new link from that underpass to the Stadium external concourse; and
- The construction of a new pedestrian and vehicular bridge over the railway line and part of the Capital Court site to the east linking the Stadium to Capital Interchange Way.

7.3 'Soft' Measures

- 7.3.1 In addition to measures which are inherent to the design of the development further measures, known as 'Soft' Measures will also be promoted as a means to deliver the Travel Plan objectives.

- 7.3.2 The 'Soft' Measures to be promoted are as follows:

Travel Information

- Travel leaflet to be issued to season ticket holders, residents in the vicinity of the Stadium and casual ticket buyers;
- Travel information to be included in match day programmes;
- Announcements of any public transport problems and alternative routes via tannoy at half time and at the end of a game, backed up with digital information where necessary;
- Potential to explore individualised Travel Planning based upon post code data;
- BFC website to include public transport information (walking and cycling from LU stations) and a link to TfL's website, as well as discouragement to travel by car.

Walking to the Ground

- 7.3.3 The travel leaflet will provide details of walking to the ground which will be promoted to supporters living near the grounds.

Cycling to the Ground

- 7.3.4 Proposed arrangements would provide for a number of cycle parking spaces which are also secure given the stewards employed by the Club.

8 Monitoring and Review

8.1 Summary

- 8.1.1 In accordance with TfL's 'Travel Planning for new Development in London', a programme of monitoring and review will be implemented to generate information to identify the success of the Travel Plan. Monitoring and review will be the responsibility of the TPC for the duration of the Travel Plan. This programme will be agreed upon the formulation of the full and final Travel Plan for the proposals but will be structured as follows:

8.2 Monitoring surveys

- 8.2.1 Travel surveys will be the main tool for monitoring travel patterns to the development. The surveys will establish the travel characteristics of people travelling to and from the site. In accordance with TfL's guidance (Section 7), the travel surveys will follow the survey methodology approved by MVA for the TRAVL Database and iTRACE, including the following types:
- Site audit questionnaire to confirm the current site conditions;
 - Season ticket holder survey and travel diary;
- 8.2.2 Travel surveys will be carried out by an IFC listed on www.travl.org.uk. The surveys will be commissioned by the TPC, and the IFC will carry them out and enter the results into the iTRACE and TRAVL databases.
- 8.2.3 The TPC will arrange for the future travel surveys to be carried out in order to determine to what extent the modal split of visitor and staff travel patterns has changed.
- 8.2.4 In accordance with section 7 of TfL's document '*Travel Planning for new development in London*' independent formal monitoring of the development will occur in years to be agreed with TfL.

8.3 Review

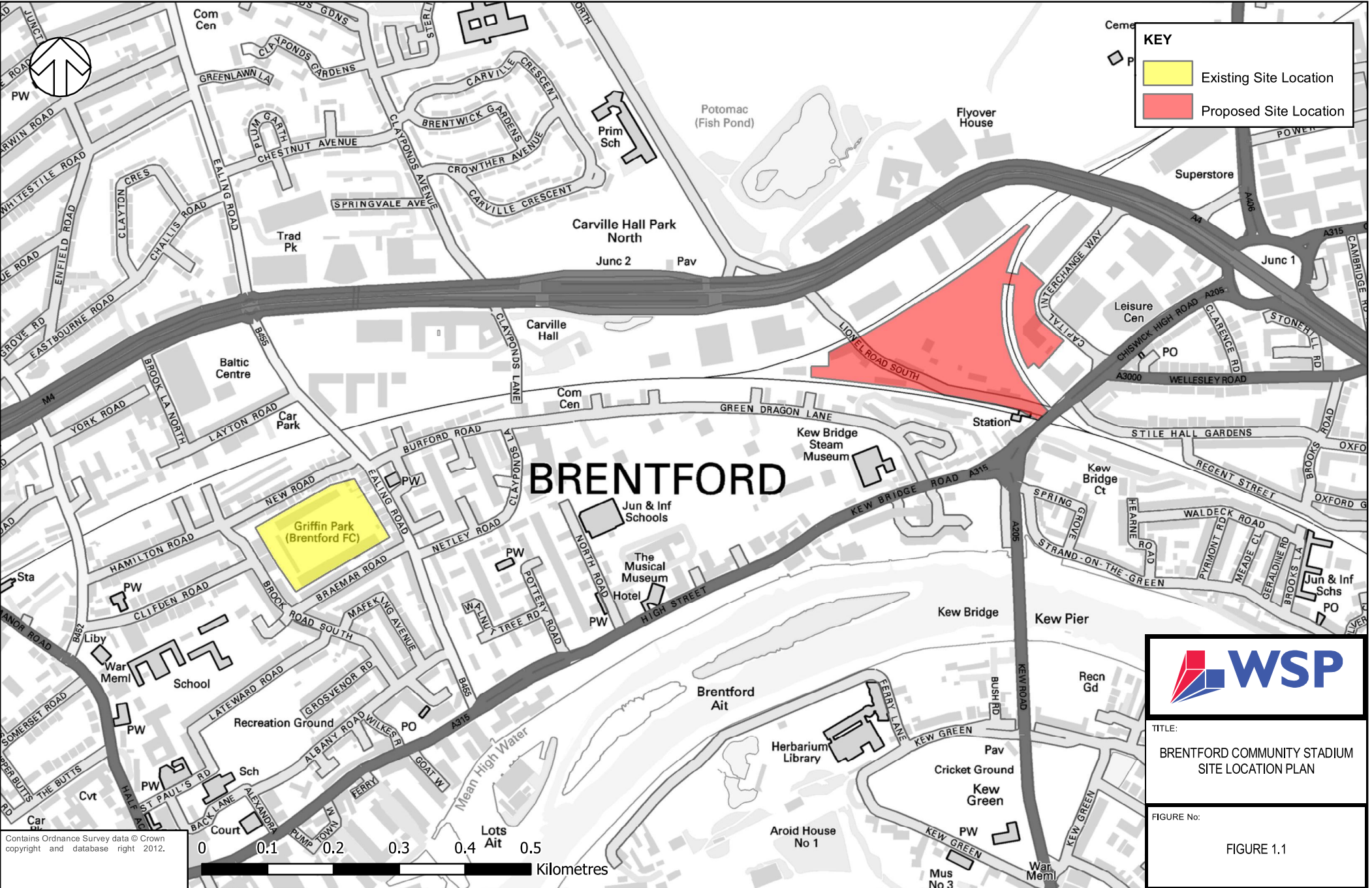
- 8.3.1 The first surveys will be undertaken three months after the first league game held at the Stadium, following which targets and objectives can be reviewed and updated to reflect their outcome.
- 8.3.2 The Travel Plan will be a live document which is continuously monitored and reviewed to ensure its success and effectiveness.

8.4 Lifecycle and Remedial Measures

- 8.4.1 The Travel Plan will be in place for a minimum number of years to be agreed with TfL. It is proposed that after completion of the surveys in year five, if the targets have been met, the Travel Plan will be continued on a voluntary basis by BFC. However, if targets have not been met, appropriate remedial measures will be discussed and agreed with the local authority. It is proposed that monitoring will then continue and a further review will be undertaken two years later.

9 Figures

Figure 1.1 Site Location Plan



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TITLE:
BRENTFORD COMMUNITY STADIUM
SITE LOCATION PLAN

FIGURE No:
FIGURE 1.1

Figure 1.2 Site Access Strategy



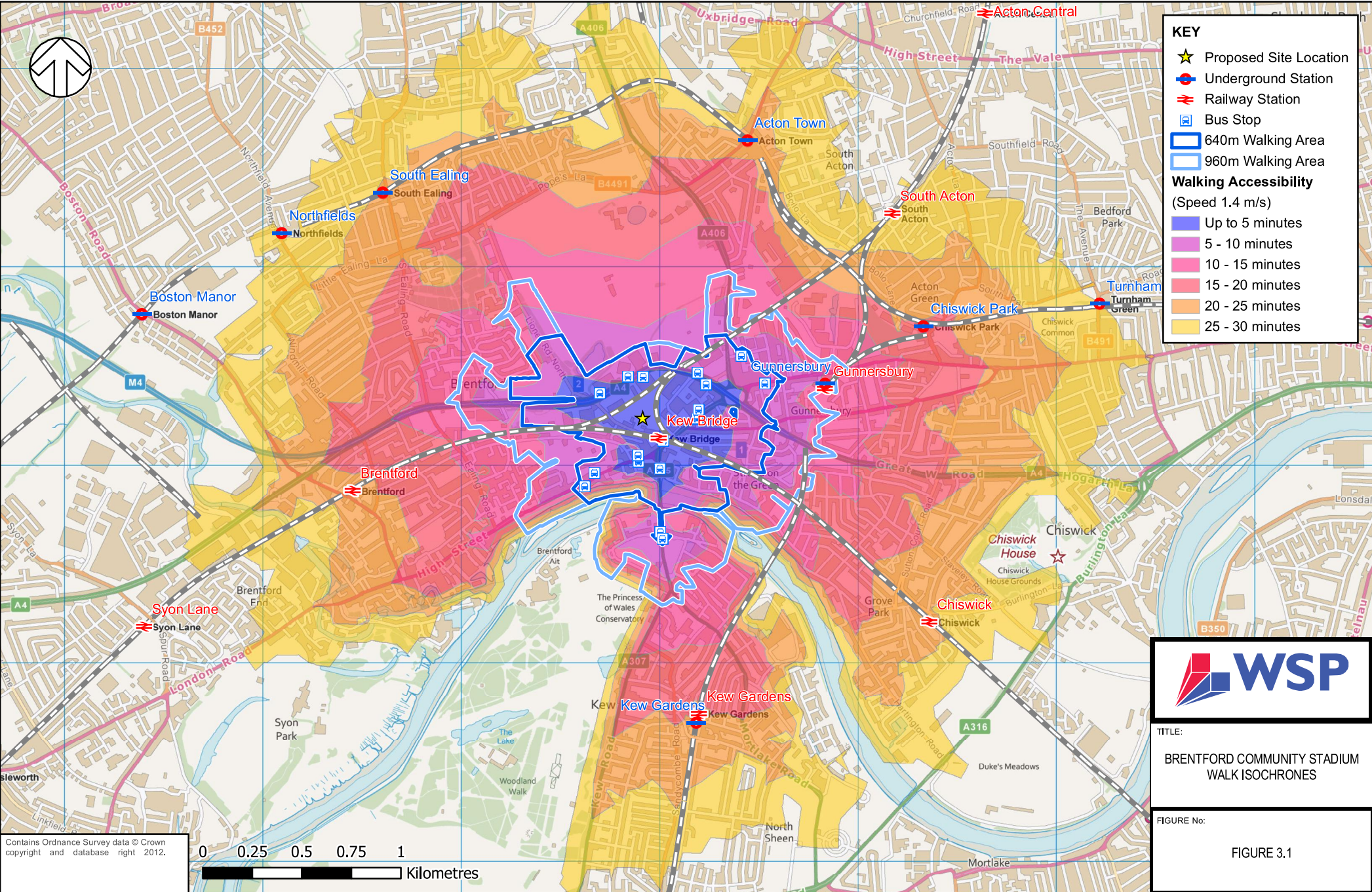
TITLE:

**BRENTFORD COMMUNITY STADIUM
SITE ACCESS STRATEGY**

SCENARIO:

FIGURE 1.2

Figure 3.1 Walk Isochrones



KEY

- ★ Proposed Site Location
- Ⓜ Underground Station
- 🚆 Railway Station
- 🚌 Bus Stop
- 🟦 640m Walking Area
- 🟩 960m Walking Area

Walking Accessibility
(Speed 1.4 m/s)

- 🟦 Up to 5 minutes
- 🟪 5 - 10 minutes
- 🟩 10 - 15 minutes
- 🟨 15 - 20 minutes
- 🟧 20 - 25 minutes
- 🟨 25 - 30 minutes



TITLE:
BRENTFORD COMMUNITY STADIUM
WALK ISOCHRONES

FIGURE No:
FIGURE 3.1

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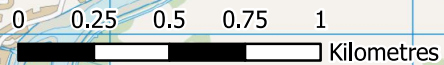
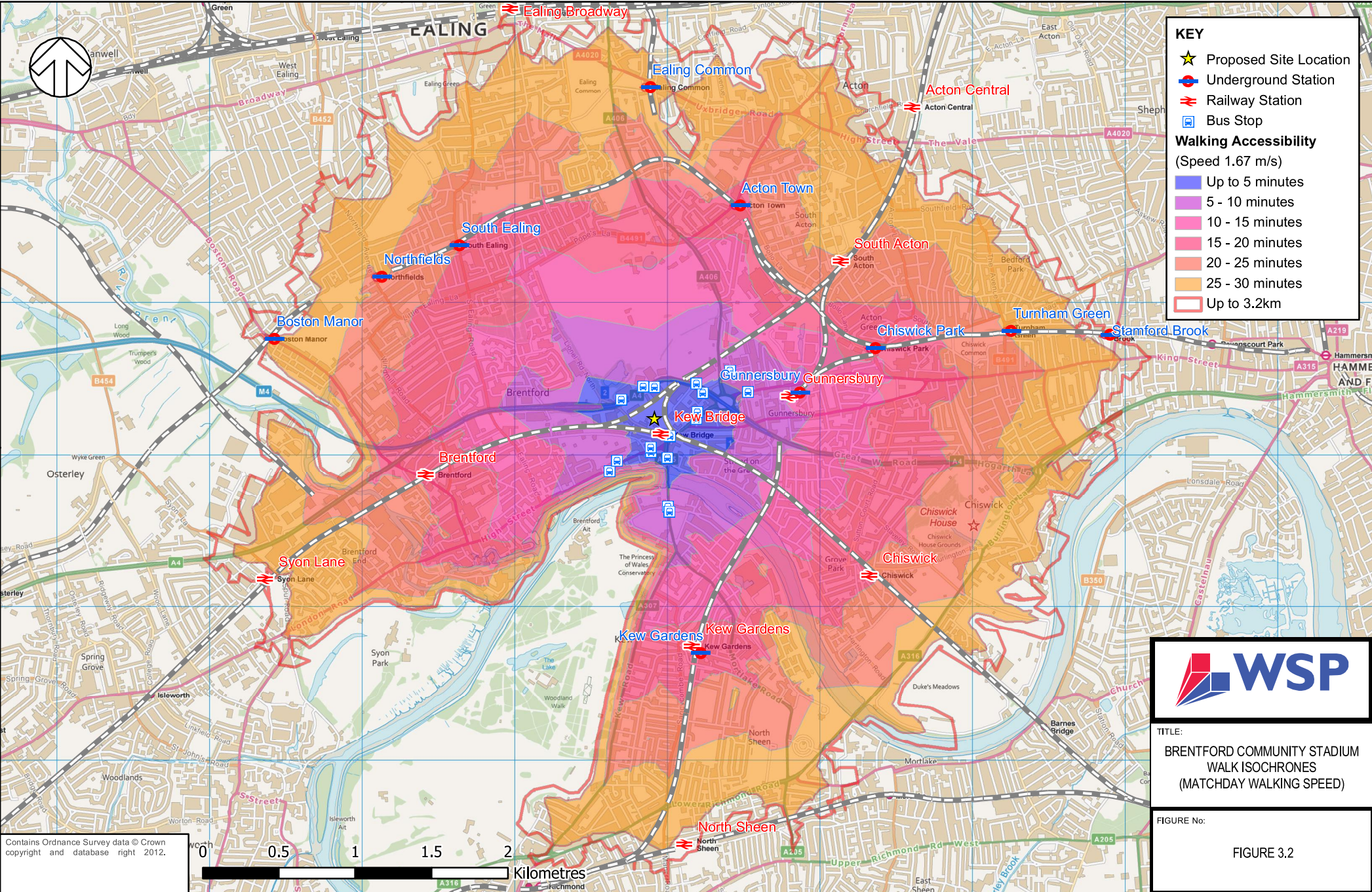


Figure 3.2 Walk Isochrones (Match day Walking Speed: 1.67m/s)



KEY

- ★ Proposed Site Location
- Underground Station
- ▭ Railway Station
- ▭ Bus Stop
- Walking Accessibility**
(Speed 1.67 m/s)
- Up to 5 minutes
- 5 - 10 minutes
- 10 - 15 minutes
- 15 - 20 minutes
- 20 - 25 minutes
- 25 - 30 minutes
- ▭ Up to 3.2km

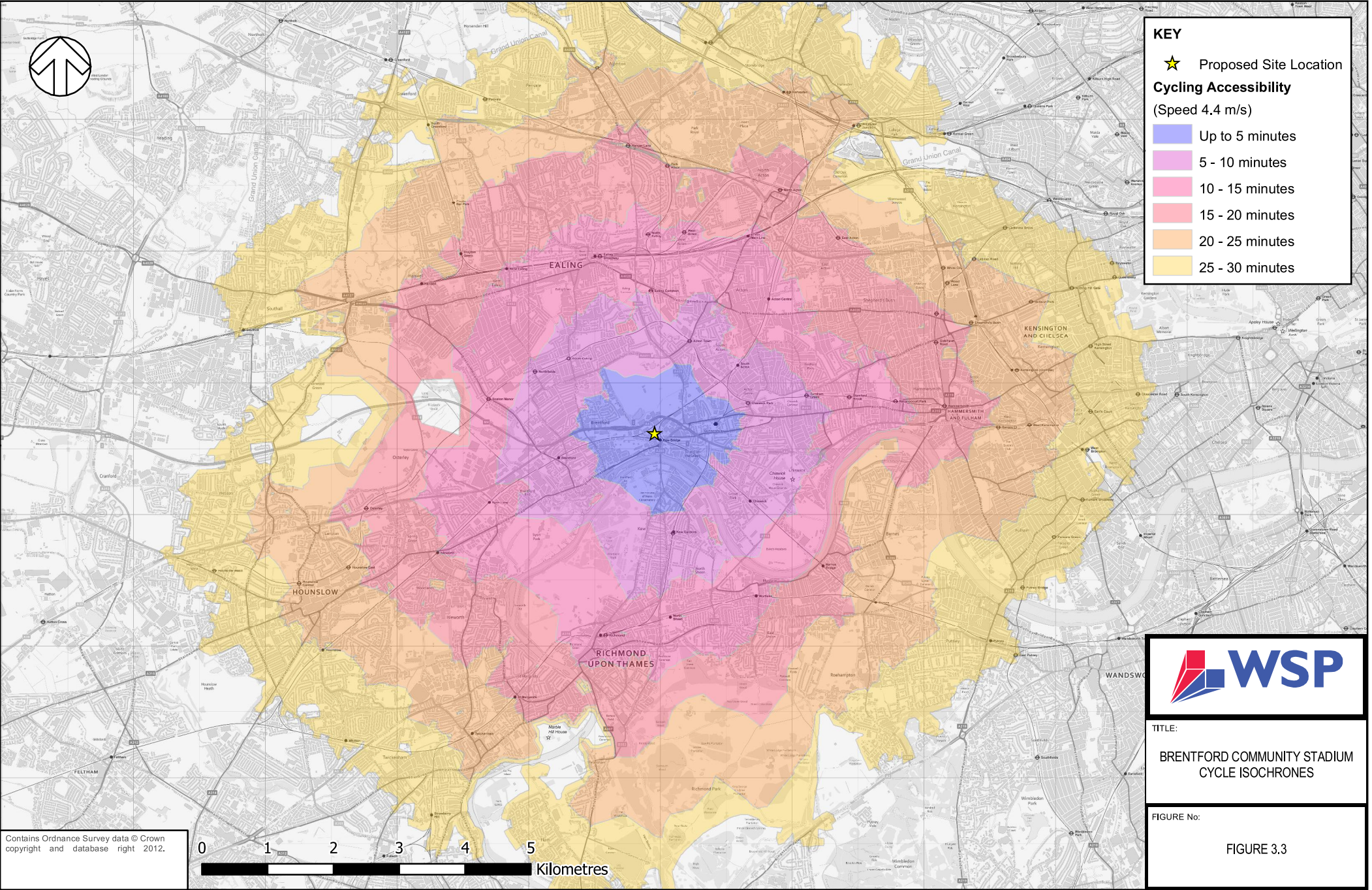


TITLE:
BRENTFORD COMMUNITY STADIUM
WALK ISOCHRONES
(MATCHDAY WALKING SPEED)

FIGURE No:
FIGURE 3.2

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Figure 3.3 Cycle Isochrones



KEY

- ★ Proposed Site Location

Cycling Accessibility
(Speed 4.4 m/s)

- Up to 5 minutes
- 5 - 10 minutes
- 10 - 15 minutes
- 15 - 20 minutes
- 20 - 25 minutes
- 25 - 30 minutes

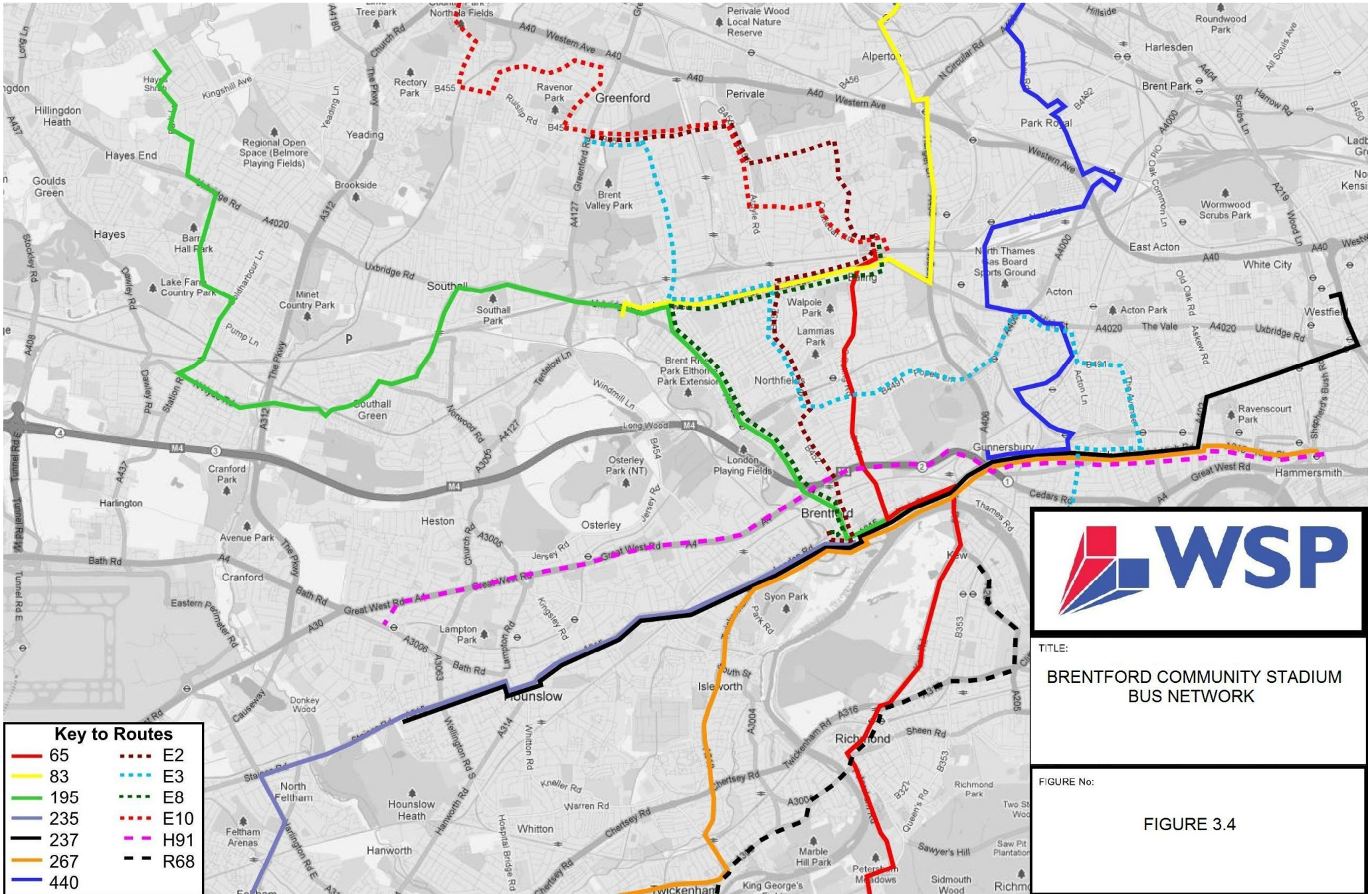
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TITLE:
**BRENTFORD COMMUNITY STADIUM
CYCLE ISOCHRONES**

FIGURE No:
FIGURE 3.3

Figure 3.4 Bus Network



TITLE:
BRENTFORD COMMUNITY STADIUM
BUS NETWORK

FIGURE No:
FIGURE 3.4

WSP UK Limited

WSP House

70 Chancery Lane

London

WC2A 1AF

www.wspgroup.co.uk www.wspgroup.co.uk

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